



**Pitch your story...social media (Facebook, LinkedIn, MySpace, YouTube)**



- Plan an open house
- Public event display
- Memorial services
- Crew Member recognition
- Promote EMS with your local media

### **Types of activities to promote:**

- Patient testimonials
- Post action shots or video of activities, drills, events
- Post response data in monthly and quarterly numbers
- Ride along programs
- Radio testimonials
- Praise credit earned (cardiac saves, length of service awards, new equipment, and completion of special training)



### **Promote EMS in your Community**

Nebraska EMS Program (includes Public Service Announcements)

[dhhs.ne.gov/publichealth/nebraskaems/Pages/PromoteEMS.aspx](http://dhhs.ne.gov/publichealth/nebraskaems/Pages/PromoteEMS.aspx)

American College of Emergency Physicians

<http://www.acep.org/emsweek/>